

## ABSTRACT OF THE DISCLOSURE

A representative color calculation section calculates a representative color representing a region, which is a subject of color adjustment in an input image. A color adjustment distance calculation section calculates, as a color adjustment distance, a Euclidean distance on a color space between the representative color calculated by the representative color calculation section and a given target color. A reproduction color calculation section calculates a reproduction color expressing the adjusted color of the region, which is the subject of the color adjustment, in such a manner that the colors of the region is adjusted on the basis of the color adjustment distance so that the colors of the region is adjusted little when the color adjustment distance is long, but the color of the region is brought near to the target color when the color adjustment distance is short.